



## Contact

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Madrid, Spain. Remote



## Education

- **Product Management**  
Career Foundry - Feb - Nov 2024
- **Postgraduation in Transmedia, Storytelling & Branded Content**  
Inesdi - Digital School. Madrid, Spain  
Jan – July 2019
- **Master of Communication Sciences**  
National University of Tucumán, Argentina  
April 2012 – Sept 2018
- **Master of AV Production Coordination**  
National University of Tucumán, Argentina  
April 2012 – Dec 2017. Honored - Cum Laude



## Skills

- AI tools: Fireflies AI, Notion, Zendesk AI agents
- Figma, Premiere Adobe, Canvas, Notion
- Project and time management
- Leadership & team management
- Creativity and problem-solving
- A/B testing & Experimentation
- Agile Methodologies



## Languages

- Spanish - Native
- English - Bilingual
- French - A2 - currently studying at EOI

## References

**Laura Jeréz**  
Head of production coordination  
McCann - Craft WorldWide

**Nathalia Russo**  
Country Lead  
McCann - Craft WorldWide

**Luis Miguel Barral**  
CEO -Two Much Research Studio

# Laura Namur

## Product Manager

Product manager enthusiast passionate about leveraging technology and AI to develop user-centric products that drive real value. Experienced in project management, market research, and cross-functional communication, seeking a Product Manager role to apply these skills in building impactful products.

## Work Experience

- **Senior Post Producer for DACH (L'Oréal)** Oct 2022 - Present  
McCann WorldGroup - Craft W.W.
  - Managed cross-functional teams (creative, marketing, digital, and production) to execute high-impact TVC & digital campaigns for L'Oréal brands.
  - Collaborated closely with the editing team to review rough cuts, provide constructive feedback, and implement necessary revisions.
  - Use project management software or tools to track task status, update project documentation, and generate reports on project progress for management review.
- **Senior Project coordinator** Sept 2022- Sept 2022  
Dentsu Group - Comunica + A
  - Developed and managed project plans for TVC & Digital campaigns, aligning objectives, timelines, and execution schedules with cross-functional teams to ensure on-time delivery.
  - Identified and assigned personnel, equipment, and materials to optimize project execution.
  - Facilitated seamless communication between stakeholders, team members, and external partners to ensure project alignment.
- **Project coordinator & User Research** July 2019- Sept 2021  
Collaboration with Two Much Research Studio
  - Working for Red Cross, Comillas Foundation, Costa Rica Ministry of Tourism, and Naturgy Company.
  - Conducted consumer research, brand and market insights analysis, influencing content development for campaigns.
  - Developed customized brand positioning strategies for clients. Presented research findings and recommended strategies to clients. Contributed to improving brand identity and communication effectiveness.

**97%**

On-time delivery rate achieved and maintained while managing an average of 30 digital projects per week from estimation to final delivery in a fast-paced environment for L'Oréal.

**+25%**

Increase in campaign volume for L'Oréal DACH (2022–2024) achieved by leveraging project coordination expertise and driving regional expansion.

**+20%**

Improvement in project handling efficiency at L'Oréal compared to the 2022 workflow, achieved through AI-driven process optimization and cross-department collaboration.



Led the production of short film contest entries, including the narrative film "La Ausencia de Juana" and the documentary series "Erase una vez en el norte."



Successfully adapted the Kendall Jenner Campaign for L'Oréal 2023 across multiple regions, including DACH ensuring brand consistency and on-time delivery.